



INTEROFFICE MEMORANDUM  
City of Santa Clara



**DATE:** August 27, 2008  
**TO:** Mayor, City Councilmembers, and Planning Commissioners  
**FROM:** Director of Planning & Inspection  
**SUBJECT:** Scheduled General Plan Meetings After the September 10, 2008 Joint Meeting


The following are the scheduled meeting dates of upcoming public participation program activities for the comprehensive update of the General Plan:

6 p.m., Wednesday, September 17, 2008 – General Plan Environmental Impact Report Scoping Meeting in the City Council Chambers, in the East Wing of City Hall at 1500 Warburton Avenue.

6 p.m. to 8 p.m., Monday, October 27, 2008 - Community Workshop regarding Alternative Concepts, at Santa Clara Senior Center, 1303 Fremont Street at Monroe.

5:30 p.m. to 7:30 p.m., Wednesday, November 5, 2008 – third General Plan Steering Committee meeting regarding Alternative Concepts, in the City Council Chambers, in the East Wing of City Hall at 1500 Warburton Avenue.

5:30 p.m. to 7:30 p.m., Thursday, December 11, 2008 - fourth General Plan Steering Committee meeting regarding the Housing Element, in the City Council Chambers, in the East Wing of City Hall at 1500 Warburton Avenue.

  
Kevin L. Riley, AICP  
Director of Planning  
& Inspection

cc: City Planner

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## **General Plan Steering Committee Representatives from Member Groups**

The 19 member General Plan Update Steering Committee will be comprised of the following representatives from the following groups:

City Council: Vice Mayor Joe Kornder and Council member Jamie McLeod, with Council member Will Kennedy as the alternate;

Planning Commission: Commissioner Teresa O'Neill and Commissioner Todd Fitch

Historical Landmarks Commission: Commissioner Ed Richards

Parks & Recreation Commission: Commissioner Jerry Marsalli, with Commissioners Cynthia Owens and Chuck Seymour as alternates

Senior Citizens Commission: Commissioner Alice Pivacek with Commissioner Frank Kadlecek as the alternate

Youth Commission: Vacant

Chamber of Commerce: David Delozier, Owner, Peterson's Insurance Agency

Silicon Valley Leadership Group: Brian Brennan, Director – Membership Retention and Recruitment

Commercial Developer: Ray Hashimoto, Principal of HMM Engineers

Housing Advocate: Dixie Baus, Affordable Housing Director, The CORE Companies

Housing Developer: Joe Head, President, Summerhill Land

Environmental Group: Michele Beasley, Southbay Field Rep., Greenbelt Alliance

Santa Clara Unified School District: Board Member Andy Ratermann

Residents (4): Thomas Banholzer

Patricia Finnigan Biocini

Kevin Park

Peter Yoon



## Tell Us What You Think!

The City of Santa Clara is undertaking a comprehensive update of Santa Clara's General Plan and Zoning Code to revisit its policies and frame a sustainable land use, urban design, and transportation vision for the next 25 years.

The update process got off to a strong start with the first community workshops on June 21 and June 23. More than 125 community members participated and brainstormed on ideas for Santa Clara's future. The City Council has appointed the General Plan Steering Committee, which held its first meeting in July 2008.

It is crucial that the General Plan reflect the goals of residents and all community members. *Please fill out and return the survey in this newsletter.* The survey is postage pre-paid, so you can just drop it in the mail after you're done. If you prefer, you can take the survey online at [www.santaclaraggp.com/survey](http://www.santaclaraggp.com/survey). Please limit survey responses to two persons per household.

### What is the General Plan and the Zoning Code?

The General Plan is a document adopted by City Council that helps to guide our City's future. It can be described as a constitution for conservation and development. It sets a framework for decisions on how to grow, provide public services and facilities, as well as protect and enhance the community. The General Plan also expresses broad community values and goals, gives a picture of the City in the future, and outlines steps to get there. The Zoning Code establishes the standards and regulations to implement the Plan.

The General Plan and the Zoning Code will be accompanied by an Environmental Impact Report that will evaluate the potential for impacts from the new Plan on the environment. It will be prepared in parallel with the General Plan so that any necessary mitigation can be folded into the Plan itself.

### What Issues will the General Plan Cover?

The update of the General Plan allows us an opportunity to take a fresh look at the vision of the City, and it is a chance for residents, businesses and visitors to define its future.

Much of the City, especially our single-family residential neighborhoods, will not undergo any changes in the new General Plan. In fact, the General Plan will provide policies to help preserve existing neighborhoods. In order to accommodate our share of regional growth, the addition of housing and employment will be explored in other areas of our community in a way that is sensitive to established neighborhoods, respects historical resources, and supports transit use.

New development can provide opportunities to enhance existing communities, creating more walkable places and new neighborhood-scale commercial destinations. The General Plan Update will incorporate other new planning efforts now underway, such as the Downtown (near Lafayette and Homestead) and the Santa Clara Caltrain Station Area Plans.



## Share your vision!

**BECOME A PART OF THIS EXCITING PROCESS  
 AS WE PLAN FOR THE FUTURE OF OUR CITY!**

### COMMUNITY WORKSHOP #3 Alternative Plans Concepts

Monday, October, 27, from 6pm to 8pm

**Santa Clara Senior Center  
 1303 Fremont St  
 Santa Clara, CA 95050**



*Over 125 community members attended the June 21st and 23rd workshops for the General Plan Update.*

For more information or to sign up for email updates, visit the project website at [www.santaclaraggp.com](http://www.santaclaraggp.com)

You may also contact:  
**Doug Handerson, Planning Division**  
[dhanderson@santaclaraca.gov](mailto:dhanderson@santaclaraca.gov)  
 (408) 615-2450

# Santa Clara General Plan Mail Survey

PLEASE RETURN BY SEPT. 20, 2008

**1 Do you** (Please check all that apply):

☐ live in the City of Santa Clara? ☐ own a business in the City of Santa Clara?

**2 What do you like most about living in Santa Clara?**

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**3 Looking ahead, what is the one thing you think that your City government should do in the future?**

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**4 Please indicate if you support or oppose the following actions for the City of Santa Clara over the next 25 years:**

	STRONGLY SUPPORT	SUPPORT	OPPOSE	STRONGLY OPPOSE	NO OPINION
Revitalize historic Downtown (area near Franklin Square/Post Office)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote more restaurants, stores, and entertainment opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage expansion of the City's employment base, focusing on increased intensities north of the Caltrain tracks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintain the diversity of industrial uses between the Caltrain tracks and US 101	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve the uses and appearance of El Camino Real	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote alternative transportation options (such as transit and biking)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage park amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage more housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide more walking destinations and opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage sustainability, such as recycling, water conservation, alternative energy, and education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promote historic preservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserve the character of existing neighborhoods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5 To accommodate projected population and employment growth in the City of Santa Clara, please rank the following locations from 1 to 6 as locations for new housing:**

- ☐ Downtown Santa Clara  
☐ Along El Camino Real  
☐ Between the Caltrain tracks and US 101  
☐ North of US 101  
☐ Near the Caltrain (and future BART) station  
☐ Other (please write) \_\_\_\_\_

**6 Please indicate your support or opposition for the following transportation improvements in the City of Santa Clara:**

	SUPPORT	OPPOSE	NO OPINION
Expanding bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coordinating or synchronizing traffic signals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building more bike paths and lanes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing more pedestrian connections and improving sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You can also take this survey online at [www.santaclaragp.com/survey](http://www.santaclaragp.com/survey)

**7 Along El Camino Real, what kinds of uses would you like to see?**

For each set of four photos below, please rank each set from 1 to 4 in the order that best represents a development you would most like to see along El Camino Real:

**a. Relation to street?**



\_\_\_ Large setback with parking  
between buildings and street



\_\_\_ Small setback with landscaping  
between buildings and street



\_\_\_ Building at street with  
pedestrian scale along sidewalk

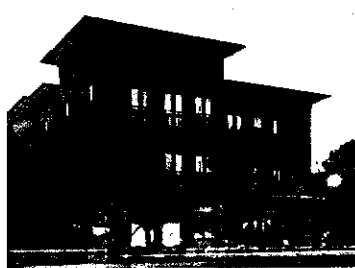


\_\_\_ Building at street with  
large scale at sidewalk

**b. Height and bulk?**



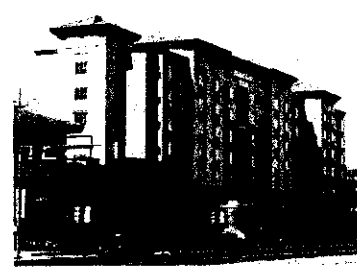
\_\_\_ 1 story



\_\_\_ 2-4 story



\_\_\_ 5-6 story



\_\_\_ 7-8 story

**c. Types of uses?**



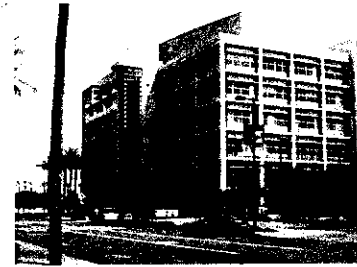
\_\_\_ Commercial with parking in front



\_\_\_ Commercial at the street



\_\_\_ Residential with stoops



\_\_\_ Office or hotel

**d. Mix of uses?**



\_\_\_ Commercial in front of residential



\_\_\_ Residential above commercial



\_\_\_ Mixed commercial and  
residential at the street



\_\_\_ Office and commercial

**8 What kinds of uses/amenities would you like to see in Downtown?**  
(Area near Santa Clara University, close to Franklin Square/Post Office)

	YES	NO	NO OPINION
More stores, restaurants, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment and nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mixed (retail and housing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More "main street" development with wider sidewalks and storefronts at the street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhanced street appearance with trees, signs, and awnings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**9 What maximum building heights in Downtown do you support?**

☐ 3 stories    ☐ 4 stories    ☐ 5+ stories

**10 Name one city or area that you think provides a good model for Downtown Santa Clara.**

\_\_\_\_\_

**11 How long have you lived in Santa Clara? \_\_\_\_\_ years.**

**12 Age: \_\_\_\_\_ years**

**13 You are: \_\_\_\_\_ Male \_\_\_\_\_ Female**

**14 In which of the following locations do you currently work or go to school?**

☐ City of Santa Clara    ☐ Sunnyvale  
☐ San Jose    ☐ Other Santa Clara County  
☐ Mountain View    ☐ Alameda County  
☐ Other (Please specify) \_\_\_\_\_

**15 What is your employment status?**

☐ Employed full-time    ☐ Student  
☐ Employed part-time    ☐ Homemaker  
☐ Self-employed    ☐ Retired  
☐ Not employed

**16 What ethnic group do you consider yourself closest to?**

☐ Asian    ☐ African American or Black  
☐ Latino or Hispanic    ☐ Caucasian or White  
☐ Pacific Islander    ☐ Native American  
☐ Other

**17 Do you own or rent your home?**

☐ Own    ☐ Rent

**18 For statistical purposes only, what was the total income of your household before taxes in 2007?**

☐ Less than \$20,000    ☐ \$75,000-\$99,999  
☐ \$20,000-\$39,999    ☐ \$100,000-\$124,999  
☐ \$40,000-\$49,999    ☐ \$125,000-\$149,999  
☐ \$50,000-\$74,999    ☐ \$150,000 or more

**19 How many people total live in your house or apartment?**

☐ One    ☐ Two    ☐ Three    ☐ Four or more

**Thank you!**

(Fold into thirds along both creases as indicated above and below so return address shows on outside, then seal the top right and left edges closed with tape and mail.)



ATTN: SANTA CLARA SURVEY  
CITY OF SANTA CLARA PLANNING DIVISION  
1500 WARBURTON AVE  
SANTA CLARA CA 95050-9902

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